## What is claimed is:

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- 1. A printing apparatus comprising:
  - a bitmap data storage unit for storing bitmap data;
  - a bitmap data acquisition unit for acquiring said bitmap data from said bitmap data storage unit;
    - a jaggy elimination processing unit for executing processing of eliminating jaggies on said bitmap data; and
    - a printing unit for printing data that is produced based on processing results from said jaggy elimination processing unit.
- 10 2. The printing apparatus according to claim 1, wherein

said jaggy elimination processing unit comprises:

- a jaggy detection unit for detecting jaggies appearing on said bitmap data; and
- a vector data production unit for producing vector data, based on all stair-like straight lines on jaggies that were detected by said jaggy detection unit, by drawing a straight line from a midpoint of one straight line to a midpoint of another straight line adjacent thereto.
- 3. The printing apparatus according to any one of claims 1 and 2 further comprising:
- a transformation rule retention unit for retaining data transformation rules for transforming bitmap data; and
  - a data transformation unit for transforming part of said bitmap data according to said transformation rules,
  - said printing unit printing data that is produced based on transformation results from said data transformation unit and processing results from said jaggy elimination processing unit.

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said transformation rules include  $3 \times 3$  dot patterns before transformation and  $3 \times 3$  dot patterns after transformation; and

according to said transformation rules, if a dot pattern on said bitmap data matches any one of said dot patterns before transformation, said pattern is transformed into a corresponding one of said dot patterns after transformation.

5. A computer program that enables a computer to execute the steps of:

acquiring bitmap data stored on the computer;

eliminating jaggies appearing on said bitmap data; and

specifying printing of data that is produced based on processing results obtained in said jaggy elimination step.

6. The computer program according to claim 5 that enables the computer to further execute the step of transforming part of said bitmap data according to transformation rules stored on the computer, and

wherein said step of specifying printing of data that is produced based on processing results obtained in said jaggy elimination step.

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